

Message Text

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51

ACTION EUR-25

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FM AMEMBASSY MOSCOW
TO SECSTATE WASHDC PRIORITY 9897

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E. O. 11652: N/ A
TAGS: AFSP ETRD ABLD UR US
SUBJ: DESIGN AND RENOVATION OF NEW COMMERCIAL PROPERTY

REF: A) MOSCOW 7372 B) MOSCOW 2369 C) MOSCOW A-724 OF 11/24/72

1. IN VIEW UPDK DIRECTOR IVANOV'S SUGGESTION TO ADMIN
COUNSELOR JUNE 22 THAT ANY REQUESTS FOR RENOVATION OF NEW
COMMERCIAL OFFICE BE MADE AS SOON AS POSSIBLE (PARA 5, REFTEL
A), EMBASSY STRONGLY RECOMMENDS THAT DEPARTMENT SEND DESIGN
SPECIALIST(S) TO MOSCOW WITHIN NEXT WEEK OR TEN DAYS TO
SURVEY PROPERTY IN PERSON AND BEGIN WORK IN PLANS FOR
NECESSARY RENOVATIONS, RECONFIGURATION AND FURNISHING OF
PREMISES.

2. WE FIRMLY BELIEVE, AND TRUST THAT DEPARTMENT WILL CONCUR,
THAT NEW COMMERCIAL OFFICE SHOULD EMBODY THE MOST MODERN,
FUNCTIONAL, AND ATTRACTIVE ELEMENTS OF CONTEMPORARY AMERICAN
TRADE CENTER AS POSSIBLE, INCORPORATING LATEST IN BUSINESS
AND OFFICE EQUIPMENT, MODERN DISPLAY TECHNIQUES, AND
COMMERCIAL FACILITIES AND SERVICES FOR US BISNESSMEN.
FOR THIS PURPOSE WE BELIEVE IT ESSENTIAL THAT NEW OFFICE
BE US- DESIGNED AND EQUIPPED TO EXTENT POSSIBLE WITH US
MATERIALS AND EQUIPMENT. WE WOULD ALSO RECOMMEND THAT
EXPERTISE AND EXPERIENCE OF SPECIALISTS WHO DESIGNED
NEW EAST- WEST TRADE CENTER IN VIENNA, WITH WHICH EMBOFFS
FAVORABLY IMPRESSED, BE DRAWN UPON AND UTILIZED.

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3. AS PREVIOUSLY MENTIONED, BUILDING IN WHICH NEW COMMERCIAL OFFICE WILL BE LOCATED IS NEW, AND FIRST-, FLOOR SPACE BEING MADE AVAILABLE TO US WAS ORIGINALLY INTENDED FOR SHOE STORE WITH CONSIDERABLE DISPLAY AREA. THIS SPACE SHOULD BE READILY ADAPTABLE TO COMMERCIAL OFFICE WITH RELATIVELY LITTLE STRUCTURAL CHANGE. TOTAL AREA OF 750 SQUARE METERS NOW AVAILABLE TO US IS ABOUT TWICE THE 3,700 SQUARE FEET OR 345 SQUARE METERS WHICH WE HAD ORIGINALLY PROPOSED (REFS B AND C), BUT INCREASED SPACE CAN BE USED EFFECTIVELY, FOR EXAMPLE, IN ENLARGING AREA OF SLIDE/ FILM PROJECTION, CATALOGUE AND MODEL DISPLAY, AND CONFERENCES AND OFFICIAL RECEPTIONS (ORIGINALLY ESTIMATED AT ONLY 450 SQUARE FEET) AS WELL AS SPACE TO BE SET ASIDE FOR WORK AREAS FOR VISITING BUSINESS-MEN.

4. BECAUSE OF FAST APPROACHING DEADLINE OF OCTOBER 31, RECOMMEND THAT PARTITIONING AND COUNTERS BE PREFABRICATED AND SHIPPED FROM VIENNA. EMBASSY HAS HAD EXCELLENT SUCH WORK PRODUCED BY VIENNESE FIRM CALLED GRABNER INTERIORS WHO COULD ALSO COME TO MOSCOW TO ERECT THE COMPONENTS AND INSTALL FLOORS AND LIGHT FIXTURES IN RAPID TIME. ONCE DESIGNER PRODUCED SET OF WORKING DRAWINGS AND COLOR SCHEMES VIENNA COULD THEN OBTAIN BIDS FROM VARIOUS COMPANIES IN AUSTRIA OR GERMANY AND CONTRACT FOR THE CONSTRUCTION AFTER RECEIVING FUNDING AUTHORITIES FROM THE DEPARTMENT. FOR EXPEDIENCY, FURNISHINGS COULD BE SELECTED IN CONUS AND SHIPPED VIA CONTAINERS TO MOSCOW VIA LENINGRAD WHERE FACILITIES FRO HANDLING SUCH SHIPMENTS WERE INSTALLED RECENTLY.

5. ONE OF MAJOR ASSETS OF NEW PROPERTY IS APPROXIMATELY 200- FOOT LONG, HING- VISABILITY, STREET- LEVELY DISPLAY WINDOW FACING SMOLENSKAYA SQUARE. USIA HERE WITH ASSITANCE OF ITS WASHINGTON- AND VIENNA- BASED RESOURCES IS PREPARED TO MOUNT COMMERCIALY- ORIENTED DISPLAY PRESENTATIONS.
DUBS

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